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New Breast Cancer Awareness License Plates Support Screening, Early Detection

LANSING, Mich. – Today, First Lady Sue Snyder, Michigan Secretary of State Ruth Johnson and the Michigan Department of Community Health (MDCH) partnered to raise awareness of the importance of breast cancer screening by launching the "pink ribbon" license plate. The new plate is available now at Michigan Secretary of State offices.

"As a breast cancer survivor myself, I know just how vital early detection of breast cancer is to survival. It is important we come together to help Michigan women get access to potentially life-saving services," said First Lady Sue Snyder. "I'm proud to stand alongside our Secretary of State and health officials in taking this step to support screenings for women. Early detection saves lives and I am hopeful this new license plate will help make a difference for women across Michigan."

The new license plate features the pink ribbon, widely known as the symbol for breast cancer awareness, along with an important screening message at the bottom of the plate that reads "Early Detection Saves Lives." A portion of the proceeds from license plate sales will go toward MDCH's breast cancer screening services program to help ensure that eligible women in underserved populations have access to this important, and possibly life-saving, health resource. \$25 will go towards the program when a plate is first bought and \$10 each time it's renewed.

"My office is so honored to support the fight against breast cancer with the new pink ribbon license plate now available through our branch offices," said Michigan Secretary of State Ruth Johnson. "This plate not only provides revenue for awareness and prevention but also serves as a mobile billboard about the life-saving importance of being screened. Breast cancer is a terrible but familiar foe to so many Michigan families but this plate can help us fight back."

In 2013, more than 29,000 Michigan women received breast cancer screening services through Michigan's breast cancer screening program. Among Michigan women, breast cancer is the second leading cause of cancer deaths and is the most frequently diagnosed cancer. In 2011, the most recent year for which data is available, 1,448 Michigan women died of breast cancer. Most insurance now covers breast cancer screening. Contact your doctor about a screening option that's right for you.

"This new license plate will continue the important work of making sure all women are aware of the need to be screened for breast cancer," said Susan Moran, Senior Deputy Director of Public Health with the MDCH. "We encourage all women to take this opportunity to talk with your doctor, because with regular screening, breast cancer is more likely to be detected at an earlier stage when it is most treatable."

The Michigan State University HealthTeam Breslin Cancer Center joined the First Lady, Secretary Johnson, and MDCH today to encourage women to get screened. The Center provides screenings to women through the breast cancer screening program with MDCH.

“Early detection and intervention is critical to breast cancer survivorship, said Anas Al-Janadi, MD, medical director for Michigan State University HealthTeam Breslin Cancer Center. The breast cancer awareness and funding for screenings this new license plate provides will positively impact the health of Michigan residents for generations to come.”

For more information about the breast cancer awareness license plate, visit a Secretary of State branch office near you or access the form online at http://www.michigan.gov/sos/0,4670,7-127-1585_1595_9026-336982--,00.html. To learn more about MDCH’s breast cancer screening services program, visit http://www.michigan.gov/mdch/1,1607,7-132-2940_2955-13487--,00.html.

MSU HealthTeam is the multi-specialty medical group practice comprised of teaching faculty from Michigan State University’s Colleges of Human Medicine, Osteopathic Medicine, and Nursing. MSU HealthTeam providers are also actively involved in teaching and clinical research, keeping them on the forefront of the latest medical advances.

For more information about Michigan State University HealthTeam, visit <http://www.healthteam.msu.edu>.

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